

NATIONAL WEATHER SERVICE INSTRUCTION 60-101

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Information Technology

Technical and Content Requirements for Internet Servers

STANDARD WEB PAGE LAYOUT

NOTICE: This publication is available at: <http://www.nws.noaa.gov/directives/>.

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SUMMARY OF REVISIONS:

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Standard Web Page Layout

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1. NWS Standard Web Page layout, meta data, and graphics.

1.1 NWS Standard Compliance. All NWS Main pages will comply with standard banner, left menu, and standard footer with required links as illustrated below.

1.2 Main Page Content. Main page content will not exceed 525 pixels to allow for printing. Second layer pages that require greater width may drop the left navigation menu.

1.3 Meta-tag Refresh Attribute. The meta-tag refresh attribute for auto refresh should not be used since it increases the demands on servers and bandwidth.



Links legend:

- 1 – Spacer graphic within banner (alt tag – Skip Navigation Links) and linked to a named anchor at the top of the page main contents is required by Section 508 to allow users of screen readers and other Assistive technologies to skip the repetitive links in the left menu. (required)
- 2 – NOAA logo must be linked to NOAA home page (required)
- 3 – NWS emblem must be linked to NWS home page (and label above emblem weather.gov) (required)
- 4 – Site Map or link to “Search Our Website” (required)
- 5 – News – links to either regional news page (for example <http://www.srh.noaa.gov/srh/srnews/index.htm>) or to national PA site (<http://www.weather.gov/pa/>). If link to regional news page is used, the regional page must link to the national PA site (required)
- 6 – Link to organizational page (weather.gov/organization.php – being revised to include maps of WFO CWA, RFC, and CWSU) (required)
- 7 – Search text box – must use First Gov search code (required)
- 8 – Link to WFO Web Site Satisfaction Survey (option)
- 9 – Firstgov.gov logo and link to Firstgov – (required)
- 10 – Office address – required, phone number optional (recorded forecast line strongly encouraged for WFO pages)
- 11 – Page Author (optional)
- 12 – Web master email (method for users to submit comments electronically is required)
- 13 – Page last modified – (required)
- 14 – Disclaimer
- 15 – Credits
- 16 – Glossary
- 17 – Privacy Policy
- 18 – About Our Organization
- 19 – Career Opportunities

- 14 – Disclaimer – link to <http://www.weather.gov/disclaimer.php> (required)
- 15 – Credits – link to [weather.gov/credits.php](http://www.weather.gov/credits.php) required. This page will also link to plug-ins used on NWS sites such as Adobe Acrobat, PowerPoint Viewer, etc as required by Section 508 (required)
- 16 – Glossary – link to [weather.gov/glossary/](http://www.weather.gov/glossary/) (required)
- 17 – Privacy Policy –link to [weather.gov/privacy.php](http://www.weather.gov/privacy.php) (required)
- 18 – About Our Organization – link to [weather.gov/admin.php](http://www.weather.gov/admin.php) (required)

This page will have links to:

- a) the agency’s strategic plan and annual performance plans;
 - b) descriptions of agency organizational structure, mission and statutory authority;
 - c) information made available under the Freedom of Information Act;
 - d) summary statistical data about equal employment opportunity complaints filed with the agency and written notification of “Whistleblower” rights and protections as required by the No Fear Act of 2002;
 - e) the agency point of contact for small businesses as required by the Small Business Paperwork Relief Act of 2002
 - f) the agency linking policy (this document)
- 19 – Career Opportunities – link to <http://www.weather.gov/careers.php> (required)

2. Required Page Coding Elements

2.1 Favicon File. Favicon.ico file should be stored in the root directory of each domain (for example www.prh.noaa.gov/favicon.ico). The favicon shall be the NOAA logo.

2.2 Links to CSS Files. Relative links to common CSS files. All pages will point to a common css file stored on each server farm. This common css file should be named main.css
<link rel="stylesheet" type="text/css" href="/main.css" />

2.3 Required Meta Tags

2.3.1 Element Name: Title

Comment: This will be the individual page title. The title should be a phrase describing the contents of the individual page. Since many tools used to generate site maps use the page title, use of the same title, i.e., "National Weather Service" should not be used.

<meta name="title" content="Graphical Forecasts">

2.3.2 Element Name: Description

Comment: A brief description of the contents and purpose of the individual page

<meta name="description" content="River and Lake levels for the Central Savannah River Area">

2.3.3 Element Name: Keywords

Comment: Select keywords that accurately reflect the content of the individual web page. If a word appears in your meta-tags that does not appear in your main body content, then your web page will very likely receive a spam penalty from the search engines.

<meta name="keywords" content="river, lake level, AHPS">

2.3.4 Element Name: Rating

Comment: This tag assigns a content rating to the page and can be set to general, 14 years, restricted or mature. Some browser settings do not allow users to browser unrated sites. All NWS pages should be rated "General"

<meta name="rating" content="General">

2.4 Required Meta Tags - Dublin Core

2.4.1 Element Name: Publisher

Comment: Publisher should be the agency name.

<meta name="DC.publisher" content="NOAA's National Weather Service">

2.4.2 Element Name: Contributor

Comment: This will be the office/branch name. Examples of Contributor include Weather Forecast Office Columbia SC, National Weather Service Office of Hydrology, National Weather Service Pacific Region Headquarters Internet Team' etc. Individual names should not be used.

<meta name="DC.contributor" content="Mid Atlantic River Forecast Center">

2.4.3 Element Name: Rights

Comment: Typically, Rights will contain a rights management statement for the resource, or reference a service providing such information. Rights information often encompasses Intellectual Property Rights (IPR), Copyright, and various Property Rights.

<meta name="DC.rights" content="http://www.weather.gov/disclaimer.php">

2.4.4 Meta-Tag Author. The meta-tag author attribute should not be used. Attribution of pages should be to offices only, and will use the Meta Tag Element "Contributor."

Sample page header:

```
<html>
<head>
<title>Page Title</title>
<meta name="Description" content="description of page contents." />
<meta name="Keywords" content="keywords used on page" />
<meta name="rating" content="general" />
<meta name="DC.publisher" content="NOAA's National Weather Service">
<meta name="DC.contributor" content="Mid Atlantic River Forecast Center">
<meta name="DC.rights" content="http://www.weather.gov/disclaimer.php">
```

```
<link rel="stylesheet" type="text/css" href="/main.css" />
</head>
```

2.5 Additional Meta Tag elements that may be used include

2.5.1 Meta Robots Tag

Index: allows the spider to index that page.

Noindex: instructs the spider not to index the page.

Follow: instructs the spider to follow the links from that page and index them.

Nofollow: instructs the spider not to follow links from that page for indexing.

```
<meta name="robots" content="index, follow">
<meta name="robots" content="noindex, follow">
<meta name="robots" content="index, nofollow">
<meta name="robots" content="noindex, nofollow">
```

2.5.2 Meta Distribution Tag – global only

Global' specifies that your web page is for mass distribution.

```
<META name="Distribution" content="Global">
```